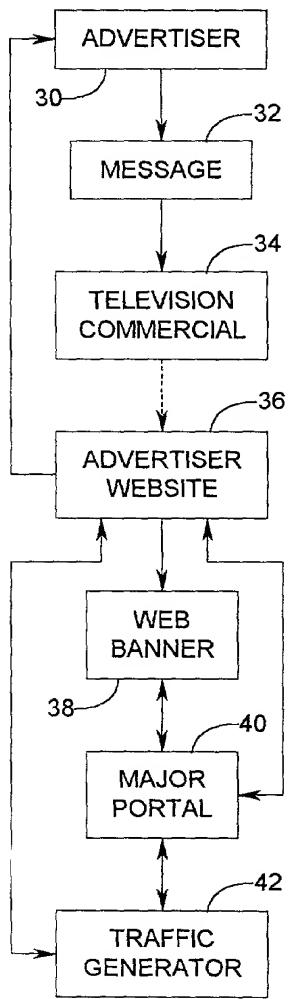


Fig. 1



```

graph TD
    A[ADVERTISER WEBSITE] --> B[MESSAGE IS REINFORCED FOR  
VIEWERS USING A  
GAME OR CONTEST]
    C[THIRD PARTY  
MARKETING WEBSITE] --> B
    D[ON  
SOCIAL  
ETING  
OGO] --> B
    E[REVIEWER] --> A
    F[USER] --> A
    G[62] -.-> A
    H[54] -.-> C
    I[56] -.-> D
    J[58] -.-> B
    K[60] -.-> B
  
```

The diagram shows a flow from a 'REVIEWER' and 'USER' to an 'ADVERTISER WEBSITE'. This website links to a box containing a message about reinforcement for game or contests. A 'THIRD PARTY MARKETING WEBSITE' and a 'ON SOCIAL ETING OGO' also link to this message box. The message box then links back to the 'ADVERTISER WEBSITE'. There are also feedback loops from the message box to the 'ADVERTISER WEBSITE' and to the 'MESSAGE IS REINFORCED' box.

Fig. 4

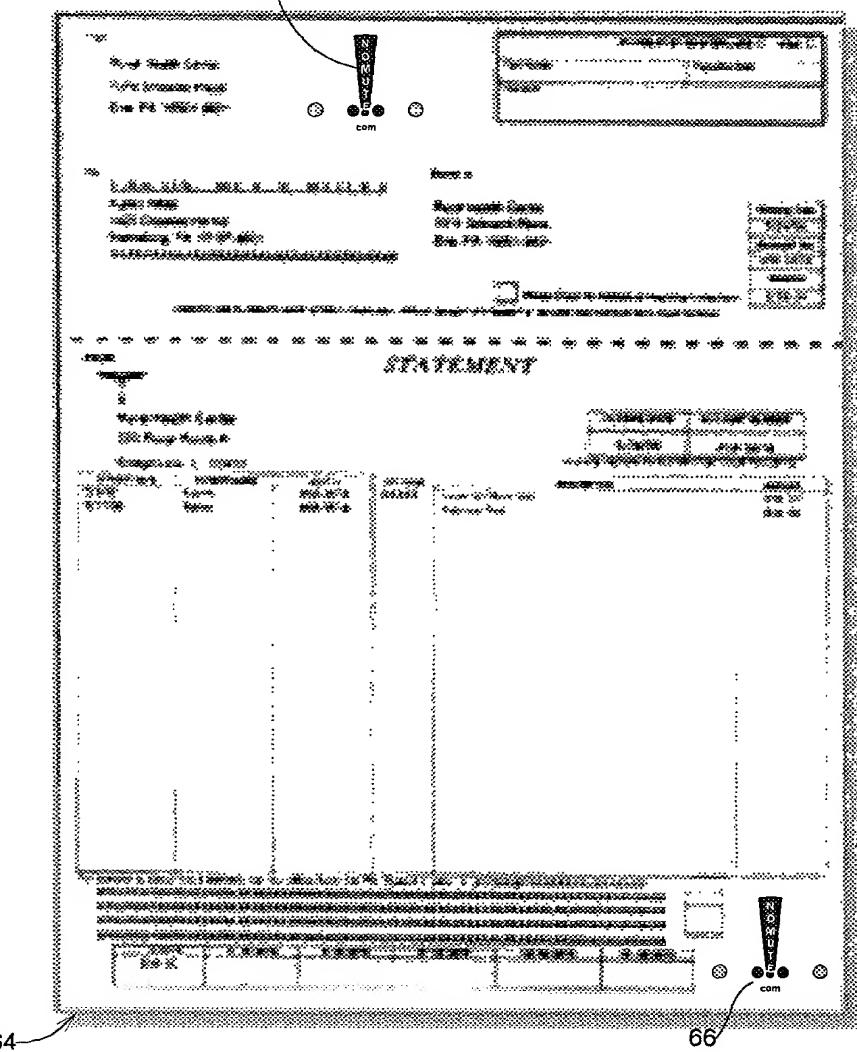


Fig. 5

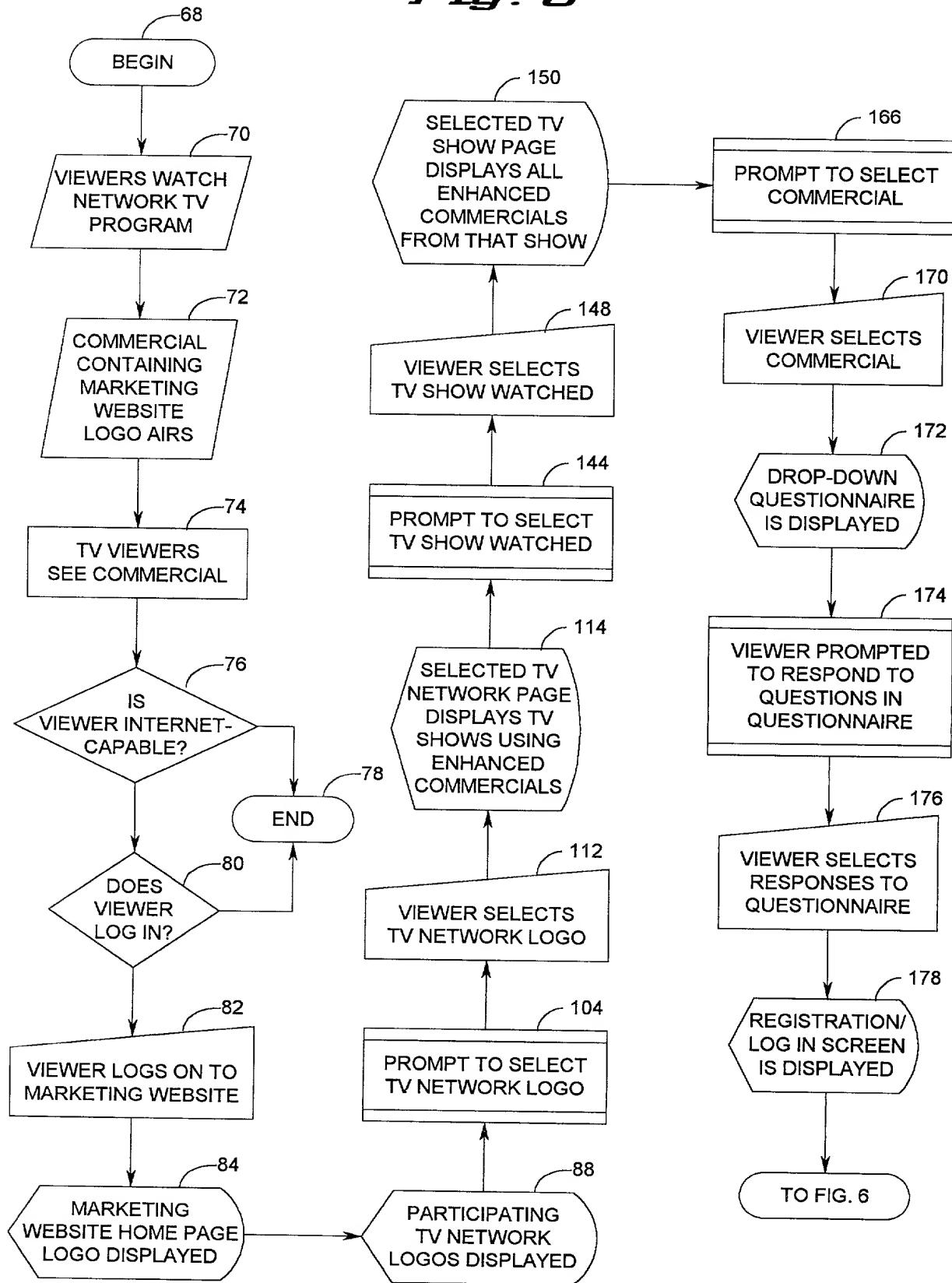


Fig. 6

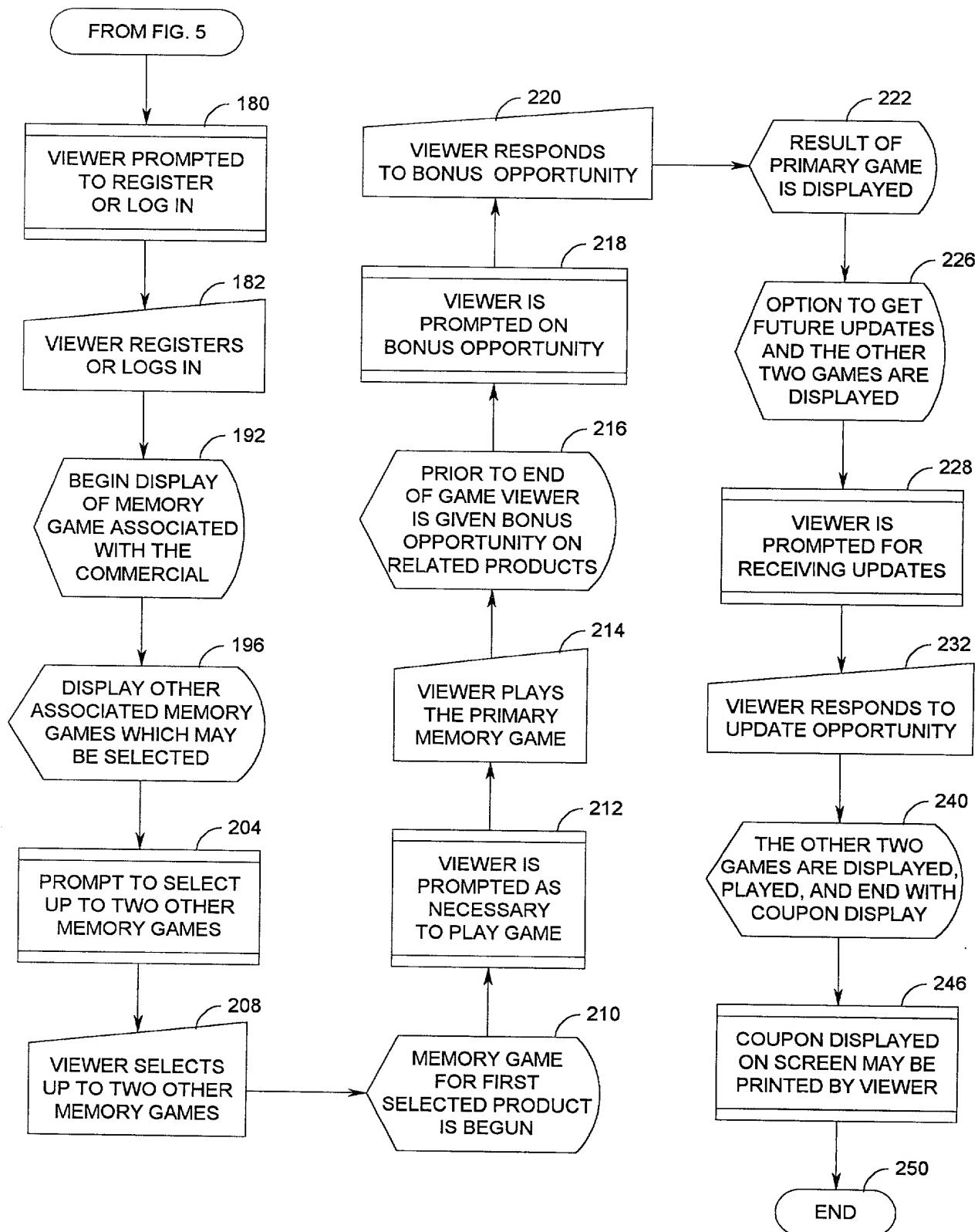


Fig. 7

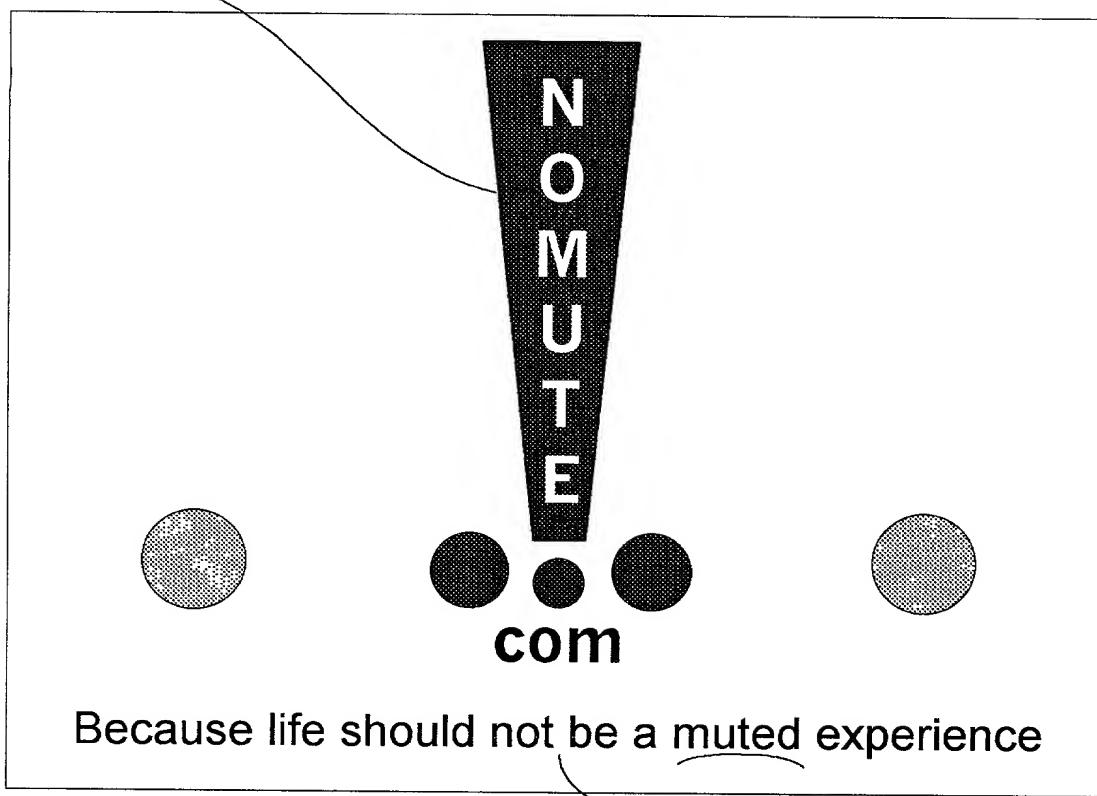


Fig. 8

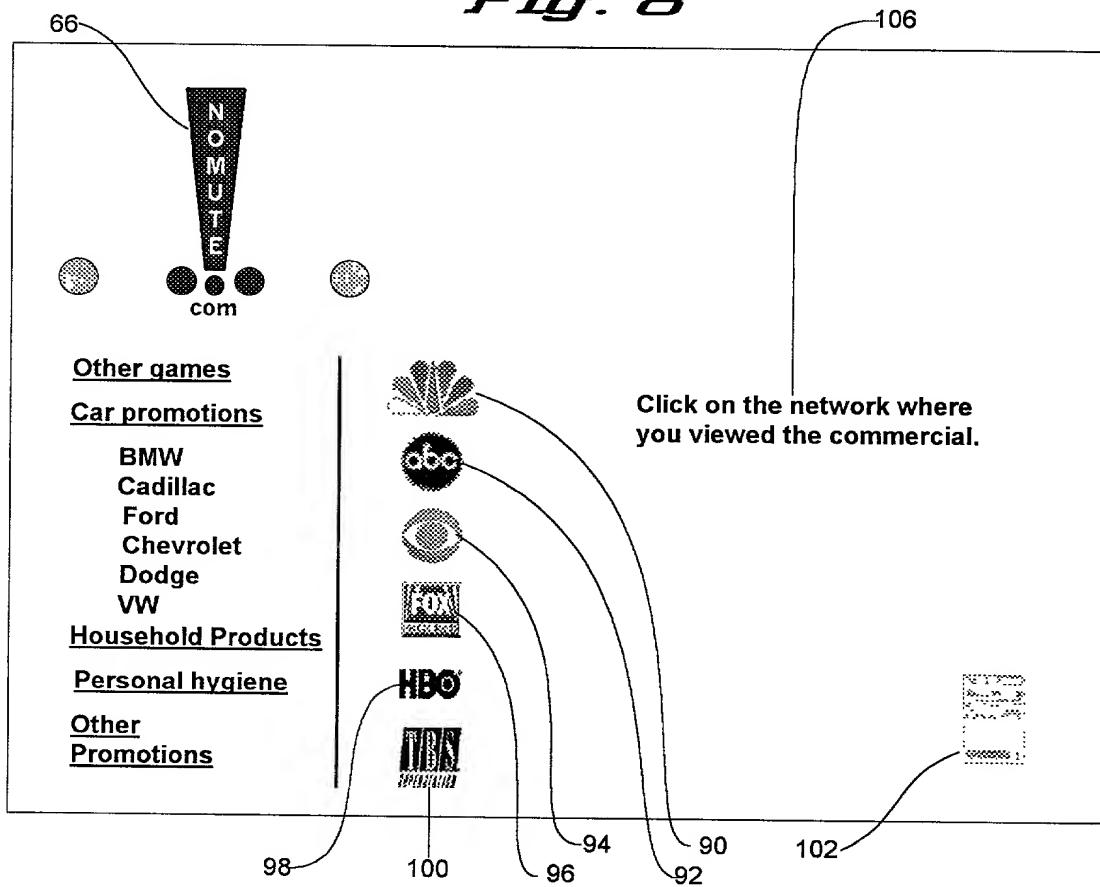


Fig. 9

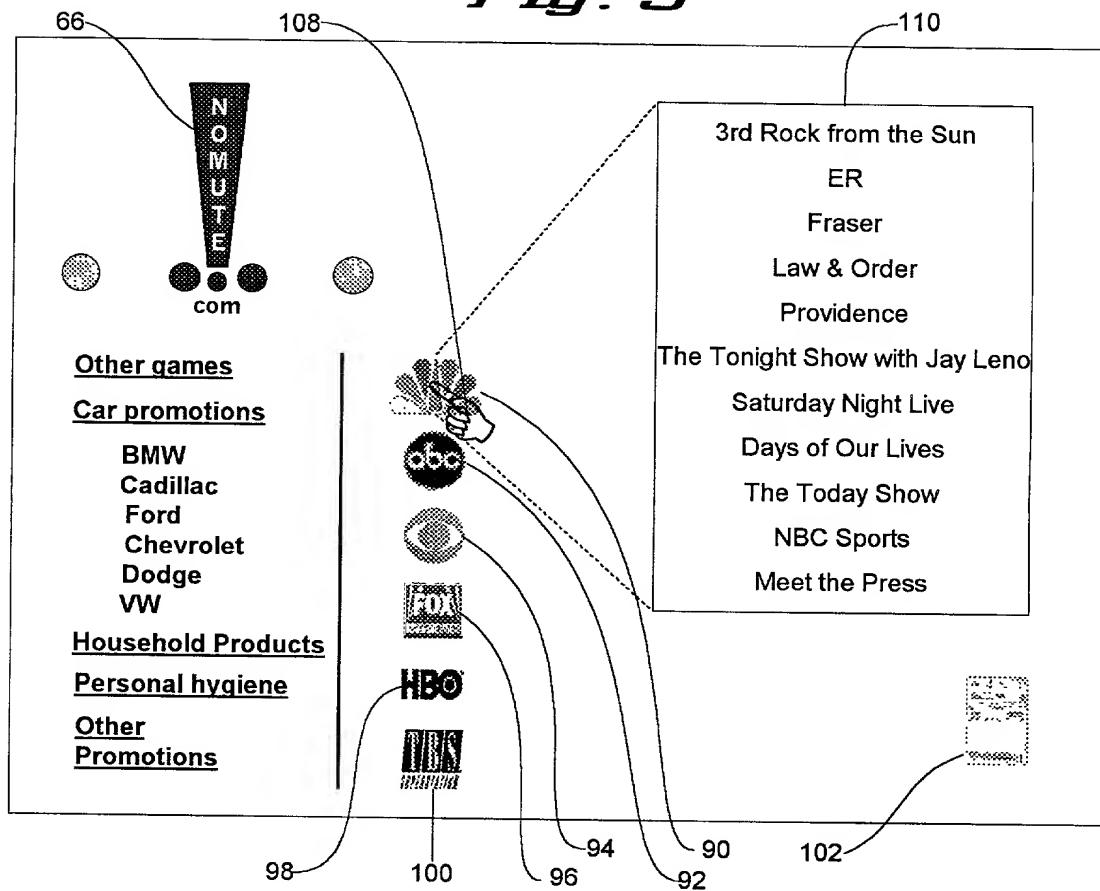


Fig. 10

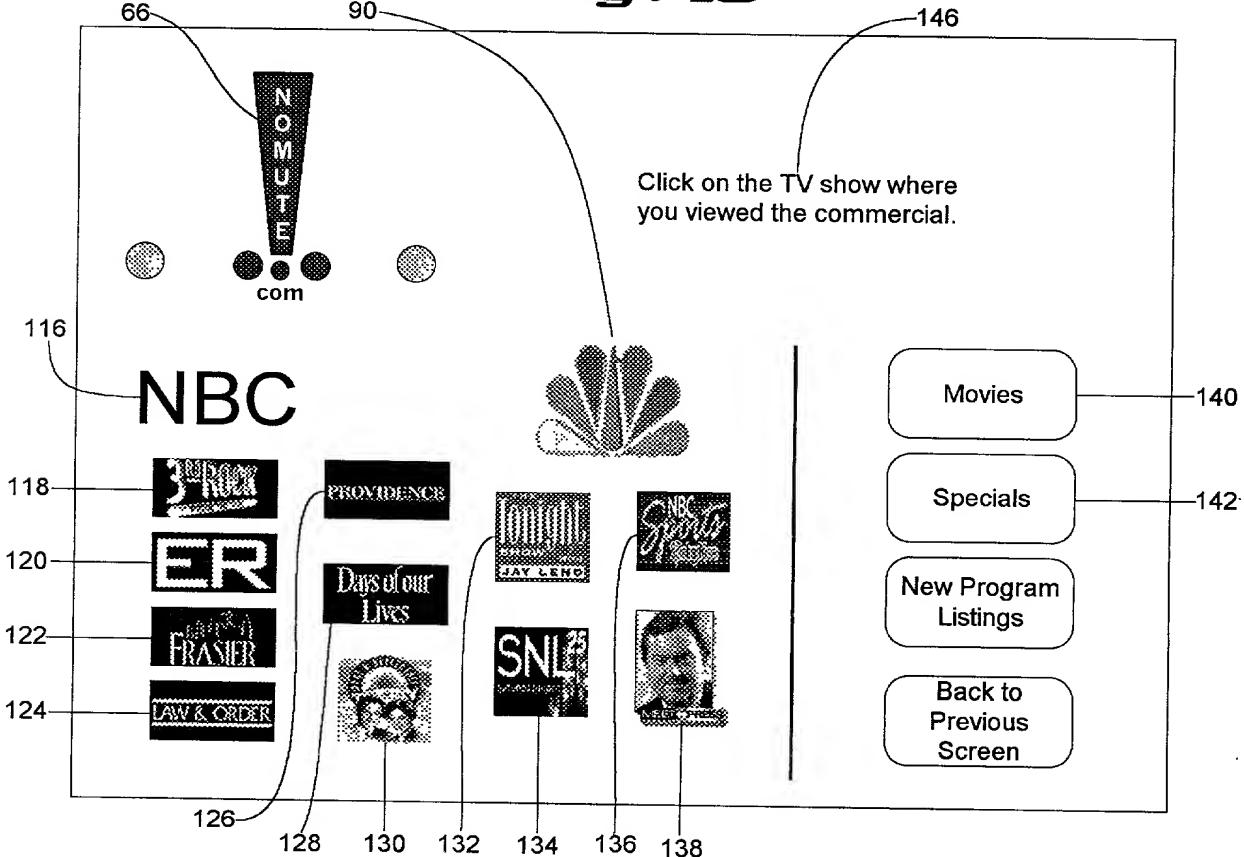
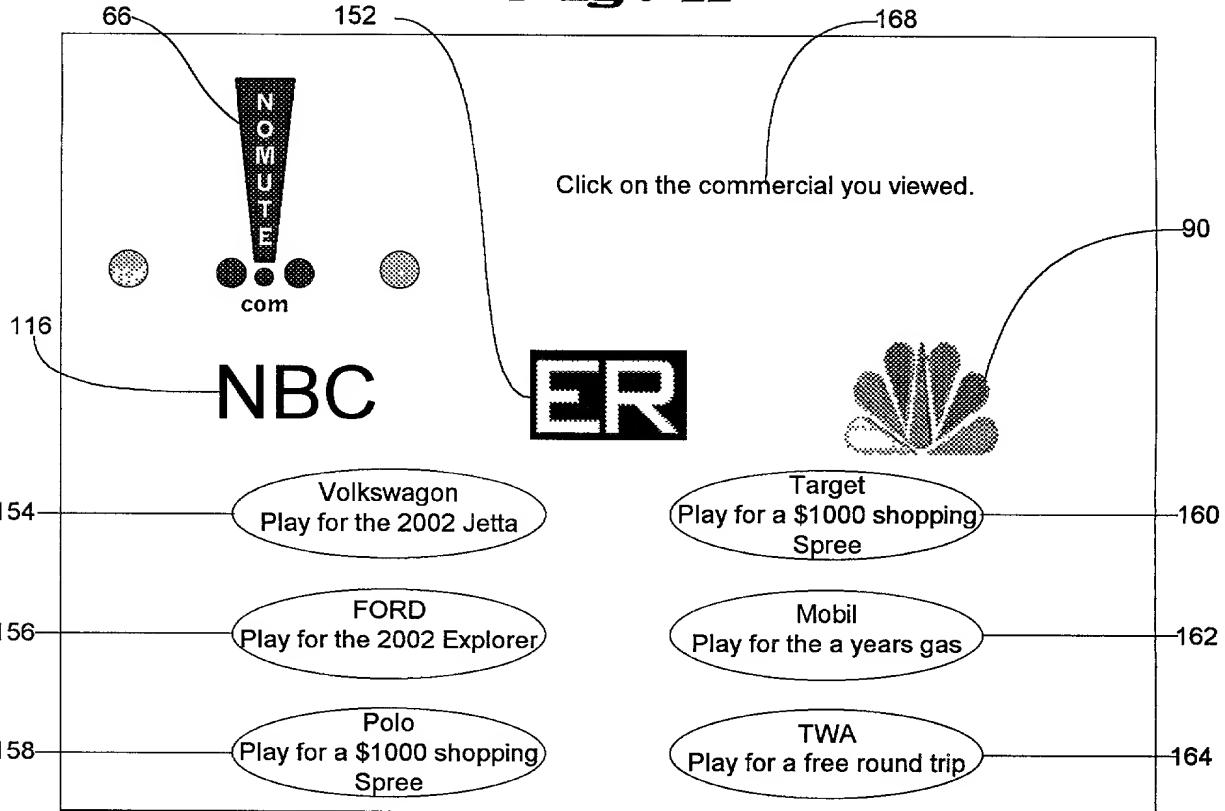


Fig. 11



Document Page 60

Fig. 12

NOMUTE.com Registration

Are you a registered member? Yes ↓ 184

If yes, please enter ID #

If no, please click here to register at NOMUTE.com

Forgot your ID#? Click here

188 190 186

Fig. 13

66

Registration Page

Name

Address

City

State Zip

E-Mail address

Fig. 14

66

What other prizes would you like to play for?

206

198 4 Pirelli Tires

200 Mobil Gas for a year

202 Turtle Wax
Car Care Products

194

Game begins

Fig. 15

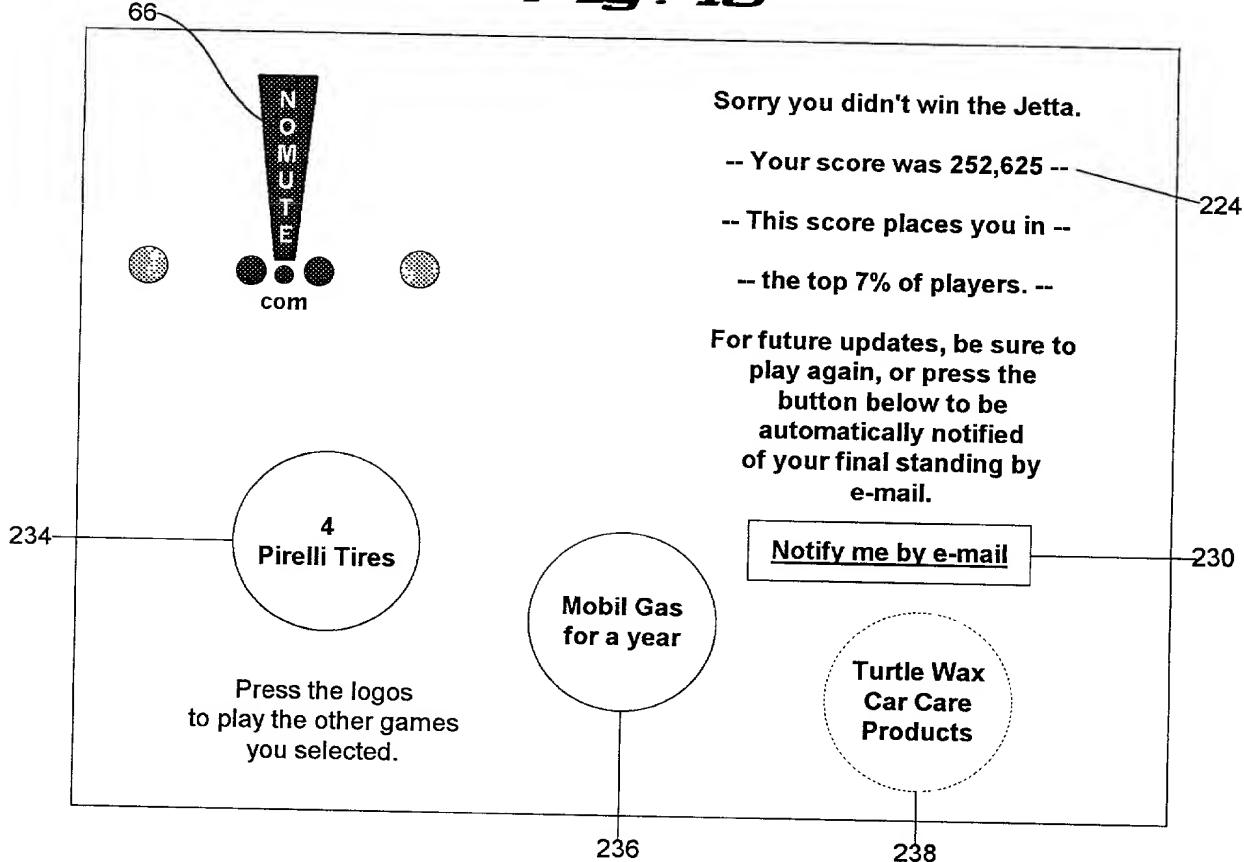


Fig. 16

